2027 Media Kit

Empowering Your Business

Advertising with the International Coaching Federation

International Coaching Federation

coachingfederation.org

Revised October 2026



Thousands of professional coaches around the world are just a step away!

Unlock the power of partnership with the International Coaching Federation (ICF), the global leader shaping the future of professional coaching. With nearly 60,000 members and 60,000 credentialed coaches across 150+ countries, ICF is at the forefront of a thriving, high-impact industry dedicated to empowering people and transforming lives. By aligning with ICF, your brand gains access to a dynamic, global community committed to excellence and growth. Let's craft a tailored strategy to elevate your message within this influential network.

International Coaching Federation

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Please note: *ICF is continually working to upgrade its digital experience, and ad/sponsorship opportunities may be updated at any point throughout the year.*



Website Advertising

Capture the attention of ICF members, aspiring coaches, and established professionals by showcasing your brand on ICF's website, coachingfederation.org.

This fresh, dynamic platform is the ultimate destination for coaching resources, insights, and professional development, attracting a robust and engaged audience. With over 6 million page views each year, your product or service will gain unparalleled visibility among those dedicated to making a positive impact. Don't miss this exciting opportunity to be front and center on a vibrant new site that's shaping the future of coaching worldwide.

Ad Pricing

1 month	3 months	6 months	9 months	12 months
$1,150.00	$1,035.50	$978.00	$920.50	$863.00

Pricing per insertion/month and in USD. Pricing valid through December 31, 2027. Upon request, ICF can provide impressions and click-through rates.

Home Page Placement + Interior Page Placement + Coaching World Blog

- Premium placement on the coachingfederation.org home page.
- Ads rotate between up to 30 ads.
- Each one shows for 10 seconds before rotating to the next one.
- Ads rotate randomly for the duration of the user's session.

A web page will have a variety of ads that display on equal rotation. Using a website plugin to dictate the rotation, each ad receives a comparable number of views per month.

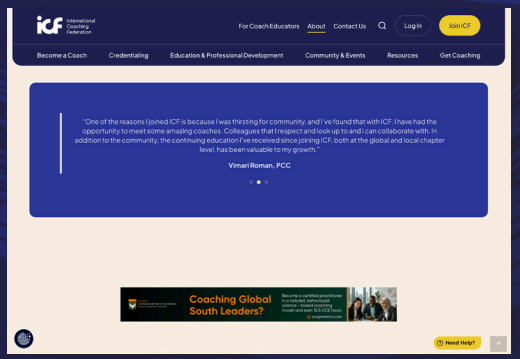
Our website uses cookies, which are subject to the user's consent. While we can provide views and impressions for advertisements, we recommend that advertisers supplement ICF's reporting with their own tracking to fully understand ad performance.

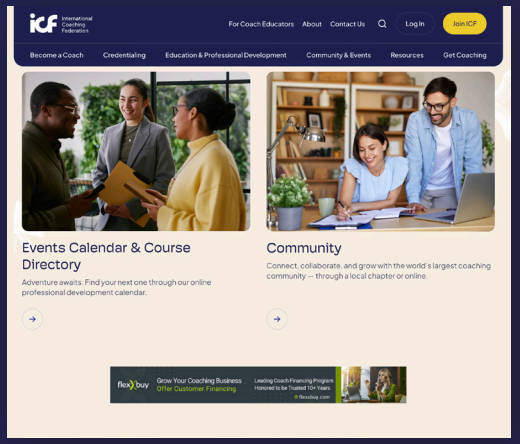


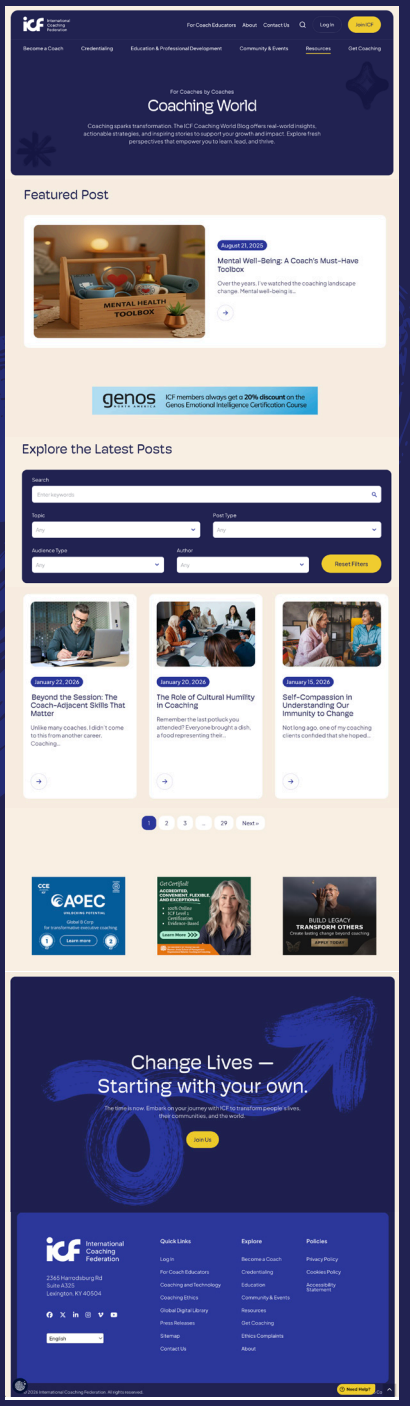
Website Advertising

The screenshots to the right show the home page (coachingfederation.org), an interior page, and the *Coaching World* landing page. Many of the interior pages with ad options appear in the membership, events, and research sections of the website.









Web Ad Specs

- **Files Accepted:** jpg or png
- **Medium Rectangle:** 300×250 pixels

Best Practices

1. **Follow Ad Standards**
   - Adhere to industry standards, such as those set by the Interactive Advertising Bureau (IAB).
   - Avoid misleading claims, offensive content, or clickbait tactics.
   - Keep ad file sizes small to avoid slowing down website performance.
2. **Keep It Visual and Clear**
   - Use high-quality images and graphics that are visually appealing and relevant.
   - Keep text legible and concise with a clear call-to-action (CTA).
   - Ensure the text on your ad contrasts appropriately with the background as this will make your ad more accessible to users with disabilities.
3. **Make Your Ad Relevant**
   - Match your ad content with ICF's website audience and theme to improve engagement and avoid irrelevant or jarring experiences.
4. **Help Your Brand Stand Out**
   - Ensure your logo and branding are clearly visible without overpowering the design.
   - Enhance brand recognition with consistent use of colors and fonts.



Coaching World
Blog Sponsored Articles

Valuable resources. Insights. Inspiration. This is what readers find within ICF's blog, *Coaching World*. It serves as a hub for coaches, leaders, coaching consumers, and anyone interested in the coaching profession, promoting learning and growth. This blog includes thought leadership pieces from seasoned coaches, success stories, case studies, and expert interviews. Articles cover a broad range of topics related to coaching, including the latest industry trends, research, best practices, and professional development tips.

Writing and publishing an article in *Coaching World* showcases your business as an expert in the industry. Sponsored articles are limited to one advertiser per month and are featured in the top section on the blog's home page. Sponsored articles are $1,500 USD per month.

Sponsored articles must:

- Be original content only published to *Coaching World*.
- Offer value to the reader and cannot be overly promotional.
- Fall into one of the categories listed on the right.
- Meet a word count of 600–1,600 words.
- Be written in English.
- Include a focus keyword and headers.
- Have proper citations and links if you are quoting, paraphrasing, or referencing other resources.
- Limit the use of promotional links.

Articles will be professionally proofread and edited to align with ICF style and SEO best practices.

Categories

Business Development:
Covers various aspects of establishing, managing, and growing a coaching business for external coach practitioners.

Coaching in Organizations:
Showcases the power of coaching cultures and empowers organizations to create their own. Also includes coaching skills for leaders.

The Discovery — Your Coaching Career:
Anything a coach needs to know about developing on their coaching journey (from becoming a coach to flourishing as a more experienced coach).

Experience Coaching:
Content for the coaching consumer, whether an individual or an organizational representative.

Future of Coaching:
Forward-thinking topics, trends, and research, including technology and social impact.

Member Communications

Advertising your product or service in our member communications places you directly in the inbox of thousands of coaches. With approximately 60,000 members, we send them two monthly newsletters to keep them informed, inspired, and equipped to get the most out of their membership. By advertising here, you'll connect with a dynamic network of professionals committed to growth, learning, and leadership. Join us in empowering these dedicated coaches to make a difference worldwide.



Member Communications

Member Update Newsletter

The “ICF Member Update” is focused on key organizational and strategic updates. It also includes a section for valuable coaching resources, which is where sponsored content is placed.

Sponsored Links

Ad specs: 200×200 pixels - image | Max word count is 50

1 month	3 months	6 months	9 months	12 months
$1,005	$905	$855	$800	$760

Maximum of 2 sponsored links per email. Distribution is every 2nd Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2027.



Member Communications

Your ICF Coaching Brief Newsletter – ICF Member Edition

"Your ICF Coaching Brief" is a digest of content across ICF and related industries.

Banner Ads

Ad specs: 600 (width) x 150 (height) pixels – image | URL
Ad placement within the newsletter is randomly determined.

1 month	3 months	6 months	9 months	12 months
$1,315	$1,185	$1,120	$1,045	$990

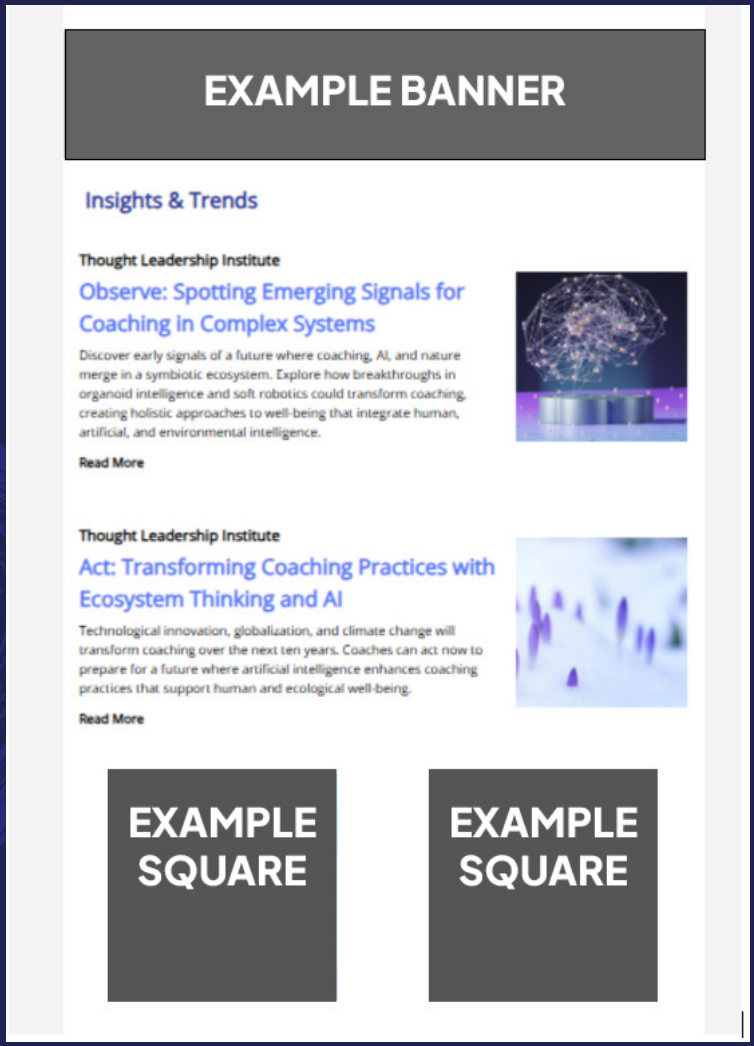
Maximum of 1 banner ad per email. Distribution is every 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2027.

Square Ads

Ad specs: 400x400 pixels – image | URL
Ad placement within the newsletter is randomly determined.

1 month	3 months	6 months	9 months	12 months
$1,315	$1,185	$1,120	$1,045	$990

Maximum of 3 square ads per email. Distribution is every 4th Wednesday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2027.



Broader Coaching Ecosystem Communications

Our broader coaching ecosystem communications reach a global audience of approximately 70,000 professionals engaged in coaching, leadership, and human development. We publish a monthly newsletter that curates insight, resources, and opportunities relevant to those working in and around the coaching profession.

Subscribers include practicing and aspiring coaches, coach educators, organizational leaders, researchers, and development practitioners — many of whom actively engage with ICF as a trusted source for learning and perspective.

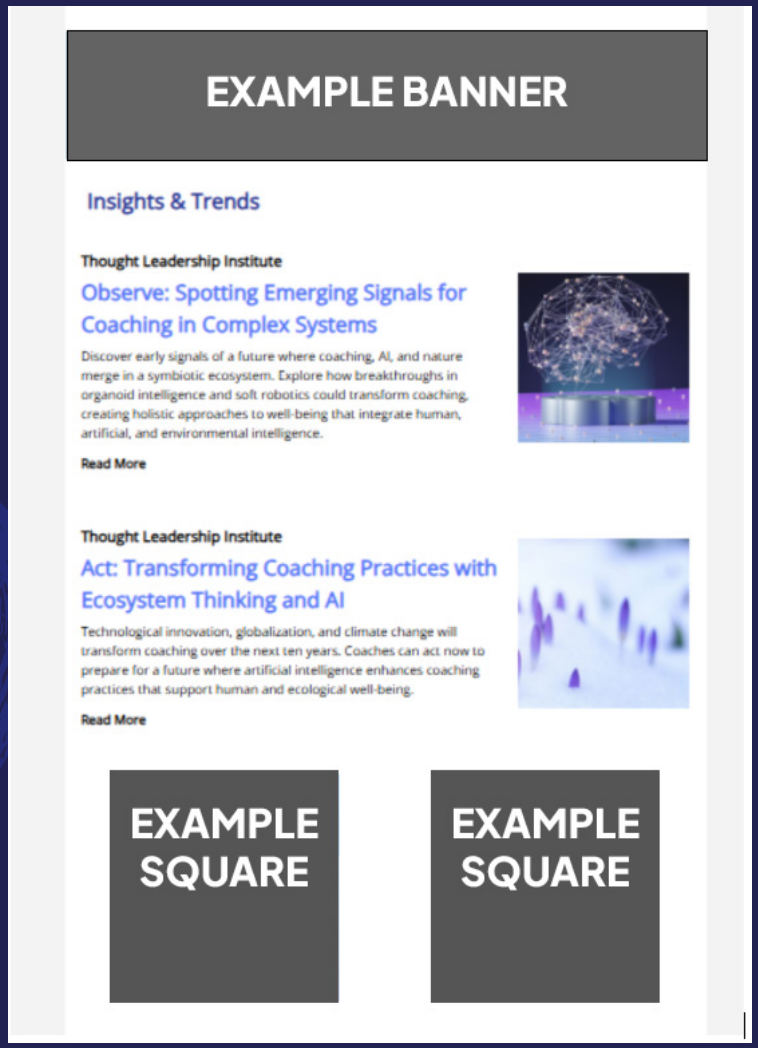
Advertising in this newsletter offers visibility with a professionally engaged audience that invests in tools, training, and services to support meaningful coaching impact across organizations and communities worldwide.



Broader Coaching Ecosystem Communications

Your ICF Coaching Brief – Broader Coaching Ecosystem Edition

"Your ICF Coaching Brief" is a digest of content across ICF and related industries.



Banner Ads

Ad specs: 600 (width) x 150 (height) pixels – image | URL
Ad placement within the newsletter is randomly determined.

1 month	3 months	6 months	9 months	12 months
$1,315	$1,185	$1,120	$1,045	$990

Maximum of 1 banner ad per email. Distribution is every 4th Thursday of each month. Pricing per insertion and in USD. Pricing valid through December 31, 2027.

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Event Sponsorship

ICF events are designed to inspire, educate, and connect the coaching community. These valuable learning and networking opportunities benefit individual coaches and help advance the profession. In-person and virtual events offer opportunities for businesses and coaching education providers to reach participants with customized advertising and branding. Events include, but are not limited to ICF Converge, ICF Converge Summit, and Global Leaders Forum. Sponsorship varies by event. Please contact Laurin Ensslin, senior director of sponsorships and sales, to learn about the latest opportunities.

Laurin Ensslin
Senior Director of Sponsorships and Sales
laurin.ensslin@coachingfederation.org
+1.859.219.3529



Business Solutions Providers

ICF's Business Solutions Providers are a trusted resource for ICF's nearly 60,000 members around the world. If you are interested in becoming an official Business Solutions Provider, please submit the application, along with proposal materials using this link. Once your application is received, we will contact you to discuss a potential partnership.

Toby Bishop
Senior Sales Director
toby.bishop@coachingfederation.org
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Policies & Guidelines

ICF reserves the right to refuse advertisements and sponsored blog content based on possible impacts on the ICF brand, conflict of interest, sensitivity of the message, and relevance to the coaching profession. Advertisements for non-ICF-branded conferences or events will not be sold to events considered to be in competition with ICF in regard to purpose, membership, or time. Coaching education providers wishing to advertise must hold ICF accreditation. An individual coach practitioner wishing to advertise must hold an ICF credential and be an ICF member.

For advertisements: All creative must be tested and approved by ICF prior to the campaign's start. Ad campaigns may be delayed if:

- Any required information is missing or if artwork is not properly formatted. Any element(s) not meeting specifications will be returned for revision.
- Creative work violates any trademark and copyright laws.

For sponsored blog content: Your article may be delayed and/or canceled by ICF if your content is:

- Submitted less than 8 weeks prior to your publication date.
- Incomplete.
- Violates any trademark and copyright laws.
- Fails to meet ICF's editorial guidelines.
- Creative work violates any trademark and copyright laws, including the unauthorized use of the ICF global logo.





Contact ICF today!

For General Advertising:

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For Event Sponsorships:

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